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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Profile

Industry Sector: Long-term Care

Company Overview: IDEAS—Innovative Designs in Environments for an Aging Society—is a research and consulting group that helps long term care providers—nursing homes, assisted living, retirement communities, home health agencies, as well as the staff who work and residents who live in these settings, create more person-centered, self-directed settings.

Target Market(s): Care providers (nursing home, assisted living, home care, retirement communities, adult day program), the staff who work in these settings, elders and their caregivers.

Key Value Drivers

Technology*: www.TechforLTC.org provides clear, practical, unbiased information about products and technologies used in long-term care settings. Over 1600 products are logically organized into categories grouped within 13 different care areas (e.g., incontinence, lifting and transferring, bathing, etc). Site users not only learn about different features of products they were specifically looking for, but can easily identify alternative products that they may not have realized would also address their needs.

Competitive Advantage: No other site provides the depth of unbiased information on as broad a range of products, along with additional educational information needed to make an informed decision about a technology purchase.

Plan & Strategy: Site traffic is increasing steadily, and heuristic and content evaluations demonstrate very positive user satisfaction and evaluation of the site. Several levels of vendor sponsorships will be offered to site vendors to increase their market penetration.

Management

Leadership: IDEAS is headed by Margaret Calkins, Ph.D. CAPS, EDAC, a nationally recognized expert on environments for people with dementia. Dr. Calkins sits on the boards and/or committees of numerous organizations involved in improving the quality of long-term care settings. She is joined by Jennifer Brush, CCC/SLP, CAPS and Stacey Biddle, COTA/L, CAPS as key team leaders of IDEAS.

Scientific Advisory Board: Because of the diversity of projects IDEAS engages in, Advisory Boards are typically set up for each individual project. IDEAS Inc does have an OHRP approved IRB which reviews each project.

Product Pipeline

The Communication Toolkit (funded by the National Institute on Deafness and Communication Disorders) will provide clinicians with the tools needed to assess, evaluate and recommend environmental modifications to support effective communication for individuals with dementia.

The IDEAS Assistive Wardrobe by Claflin improves the safety and ability of residents to access their clothing independently, which may also increase independence in dressing.